

Amendments to the Claims:

Please amend claims 1-15 as follows. The following listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

Claim 1 (Currently Amended). A method for providing
~~rewards~~ a reward to a user currently at a first website who
clicks on ~~reviews an advertiser's website in response to clicking~~
a banner advertisement on the first website, the method
5 comprising the steps of:

providing a banner advertisement of an advertiser
~~advertisements for a first group of a plurality of advertisers on~~
~~a plurality of websites of a second group~~ the first website, the
banner advertisement including indicia indicating a third party
10 who provides a reward to the user for clicking on the banner
advertisement;

linking ~~said the banner advertisement advertisements~~ to a
website of the advertiser ~~respective websites of said first group~~
~~of advertisers~~ so that clicking on ~~a~~ the banner advertisement by

15 ~~a the~~ user will bring the user to ~~a respective~~ the website of
~~said first group of advertisers~~ the advertiser; and
providing ~~said rewards~~ the reward from the third party to
the user for each banner advertisement clicked on by the user,
the reward being provided to the user when the user only clicks
20 on the banner advertisement.

Claim 2 (Currently Amended). ~~A~~ The method according to
claim 1, wherein between the steps of linking the banner
advertisement and providing the reward, the method further
~~comprising~~ comprises the step of bringing the user to a central
website responsible for providing the reward ~~rewards~~, ~~between the~~
~~steps of linking and providing rewards.~~

Claim 3 (Currently Amended). ~~A~~ The method according to
claim 2, wherein said step of providing the reward ~~rewards~~
includes the steps of:

determining at the central website if the user is a
5 registered user; and
providing ~~said rewards~~ the reward to the user for each
banner advertisement clicked on by the user only if the user is a
registered user.

Claim 4 (Currently Amended). A The method according to claim 3, wherein said step of providing said rewards to the user for each banner advertisement clicked on by the user only if the user is a registered user includes the further steps of:

5 determining if the user has previously clicked on the same banner advertisement; and

preventing presentation of the reward ~~an award of said rewards~~ to the user if the user has previously clicked on the same banner advertisement.

Claim 5 (Currently Amended). A The method according to claim 4, wherein if the user clicks on a banner advertisement that was previously clicked on by the user, the method further including the step of providing a message to the user, ~~if the user clicks on a banner advertisement that had previously clicked on by the user,~~ which informs the user that a reward ~~no rewards~~ will not be ~~awarded~~ provided to the user.

Claim 6 (Currently Amended). A The method according to claim 3, wherein said step of determining at the central website

if the user is a registered user, includes at least one of the following steps:

- 5 checking a computer that the user is presently using for a cookie corresponding to the central website and which designates the user as a registered user; and
- checking at least one of a password and user name of the user against a list of passwords and user names at the central
- 10 website.

Claim 7 (Currently Amended). ~~A~~ The method according to claim 3, wherein said step of providing rewards includes the steps of:

- permitting the user ~~at the central website~~ to register if
- 5 the user is not a registered user; and
- thereafter providing ~~said~~ rewards to the user for each banner advertisement clicked on by the user.

Claim 8 (Currently Amended). ~~A~~ The method according to claim 7, further comprising the step of placing a cookie on a user's computer after the user has registered.

Claim 9 (Currently Amended). A The method according to claim 1, wherein said step of providing the reward ~~rewards~~ includes the steps of:

determining if the user is a registered user; and

5 providing said ~~rewards~~ reward to the user for each banner advertisement clicked on by the user only if the user is a registered user.

Claim 10 (Currently Amended). A The method according to claim 1, further comprising the step of providing confirmation to the user at a computer then being used by the user, that the ~~rewards have~~ reward has been credited to an account of the user.

Claim 11 (Currently Amended). A The method according to claim 1, further comprising the step of permitting a user to access an account of rewards of the user via a computer of the user.

Claim 12 (Currently Amended). A The method according to claim 1, wherein the ~~rewards include~~ reward includes airline reward miles.

Claim 13 (Currently Amended). A method for providing a
reward ~~rewards~~ to a user currently at a first website who clicks
on ~~reviews an advertiser's web site in response to clicking a~~
banner advertisement on the first website, the method comprising
5 the steps of:

providing a banner advertisement of an advertiser
~~advertisements for a first group of a plurality of advertisers on~~
~~a plurality of websites of a second group~~ the first website, the
banner advertisement including indicia indicating a third party
10 who provides a reward to the user for clicking on the banner
advertisement;

linking the banner advertisement ~~advertisements~~ to a
website of the advertiser ~~respective websites of the first group~~
~~of advertisers;~~

15 bringing the user to a central website responsible for
providing the ~~rewards~~ reward when the user clicks on a banner
advertisement;

determining at the central website if the user is a
registered user;

20 permitting the user to register at the central website if
the user is not a registered user;

providing the ~~rewards~~ reward from the third party to each registered user for each new banner advertisement clicked on by the user, the reward being provided to the user when the user
25 only clicks on the banner advertisement; and

then bringing the user to the respective website of the ~~first group of advertisers~~ advertiser.

Claim 14 (Currently Amended). A The method according to claim 13, wherein if the user clicks on a banner advertisement that had been previously clicked on by the user, the method further including the step of providing a message to the user, ~~if~~
5 ~~the user clicks on a banner advertisement that had previously clicked on by the user,~~ which informs the user that ~~no rewards~~ a reward will not be awarded to the user.

Claim 15 (Currently Amended). A The method according to claim 13, wherein said step of determining at the central website if the user is a registered user, includes at least one of the following steps:

5 checking a computer that the user is presently using for a cookie corresponding to the central website and which designates the user as a registered user; and

Appln. No. 09/775,028
Amdt. dated September 2, 2004
Reply to Office Action of March 10, 2004

checking at least one of a password and user name of the
user against a list of passwords and user names at the central
10 website.